Agenda – Council – May 27, 2015

Report – Executive Policy Committee – May 6, 2015

Item No. 6 Amendment to the Advertising Signs Business Tax By-law No. 6928/96

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On May 6, 2015, the Executive Policy Committee concurred in the recommendation of the Winnipeg Public Service and submitted the matter to Council:

1. That the Advertising Signs Business Tax By-law No. 6928/96 be amended to increase the rate per square foot for digital signs to $28.00.

2. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

Report – Executive Policy Committee – May 6, 2015

DECISION MAKING HISTORY:

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On May 6, 2015, the Executive Policy Committee concurred in the recommendation of the Winnipeg Public Service and submitted the matter to Council.

ADMINISTRATIVE REPORT

Title: **Amendment to the Advertising Signs Business Tax By-law No. 6928/96**

Critical Path: **Executive Policy Committee, Council**

AUTHORIZATION

Author	Department Head	CFO	CAO
Tim Austin	Mel Chambers	Mike Ruta	Michael Jack, Acting COO

RECOMMENDATIONS

1. That the City amend The Advertising Signs Business Tax By-law 6928/96 to increase the rate per square foot for digital signs to $28.00.
2. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

REASON FOR THE REPORT

Only Council can enact or amend by-laws.

IMPLICATIONS OF THE RECOMMENDATIONS

This is a housekeeping amendment to increase the Advertising Sign Business Tax rate of digital signs to match the increase that was included and approved by Council on March 23, 2015 as part of the 2015 Operating budget.

There is no financial impact to the City of Winnipeg organization as the incremental revenue has been included in the 2015 operating budget.

HISTORY

The Advertising Signs Business Tax By-law 6928/96 was originally passed by Council on December 11, 1996 and was last amended by By-law 41/2013 which created a dual rate structure for digital and non-digital advertising signs or billboard signs.

Currently the Advertising Signs Business Tax By-law Section 2 states:

The owner of an advertising sign shall in each year pay a fee to obtain a license in lieu of business tax in an amount calculated at the rate of:

a) $27.50 per square foot of the face of each digital sign; and
b) $3.20 per square foot of the face of each advertising sign that is not a digital sign.

On March 23, 2015, Council adopted the 2015 operating budget that included the incremental revenue associated with an increase in the digital sign rate per square foot of $0.50, which would bring the rate per square foot for digital signs to $28.00.

In order to increase the rate for the digital signs that has been included in the adopted budget, the Advertising Signs Business Tax By-law requires updating.

FINANCIAL IMPACT

Financial Impact Statement **Date:** April 1, 2015

Project Name:

Advertising Signs Business Tax

COMMENTS:

There is no financial impact to the City of Winnipeg as this is a houeskeeping item for the by-law to increase the rate for digital signs. The incremental revenue has been included in the 2015 Adopted Operating Budget.

Original Signed By: Brent Heckert for
Ramona Hodges
Manager of Finance (Campus)
Corporate Finance Department

CONSULTATION

In preparing this report there was consultation with:

Internal: Legal Services Department (for by-law preparation only)

External

SUBMITTED BY

Department: Assessment and Taxation
Division: Taxation and Finance
Prepared by: Tim Austin, Manager of Taxation and Finance Services
Date: March 30, 2015
File No. N/A